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COLD WASH PROCESS

CLAIMS

1. Low temperature machine washing process for textiles using from 2 to 12 g/l of a laundry product containing surfactants and builder salts as well as optionally bleaching agents and other laundry product components, distinguished by the fact that the load of textiles is washed with the use of a laundry product containing

A7 3 to 15 wt% of at least one nonionic surfactant, which has a hydrocarbon group of 10 to 20 carbon atoms and 3 to 20 ethylene glycol ether groups,

B) 0 to 20 wt% of at least one anionic surfactant from the group of sulfonates, sulfates and soaps, having a hydrocarbon group of 10 to 24 carbon atoms,

C) 20 to 60 wt% of at least one water soluble or water insoluble builder salt which binds alkaline earth metal ions.

D) 0.3 to 3 wtx of at least one polyamide containing hydroxyalkyl or polyalkylene glycol ether groups, having a cloud point in water - determined according to DIN 53719 - above 20°C and/or at least one compound of the following formulas

